LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 561—Balloonist—Req. No. 99012—Page, 4/C, bleed—8⅝ x 11¼ inch—National Magazines, 1975 (C)
Printed in U.S.A.

Parliament. The recessed filter cigarette.

1. Though his career was based on hot air, balloonist David Moeller raised his image with a cigarette holder. It also gave him cleaner taste.

2. No need for a cigarette holder today. Parliament's filter is recessed, so all you taste is rich, clean tobacco flavor. For the smoker who's coming up in the world.

It works like a cigarette holder works.

17 mg. "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Oct. '74

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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